

PAST CASE AWARDS RECEIVED BY THE ALUMNI ASSOCIATION:

2008

Grand Award in District III Overall Alumni Relations Program

Special Merit Award in District III *Pirate Career Calls*

Bronze Medal in Circle of Excellence International Awards Pirate Career Calls

2007

Grand Award in District III Overall Alumni Relations Program

Special Merit Award in District III Freshmen Sendoffs

2005

Special Merit Award in District III *PiratePulse e-newsletter*

Special Merit Award in District III Overall Alumni Relations Program

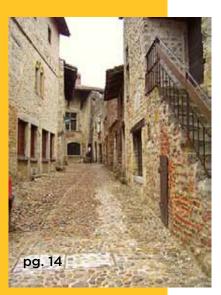


AND THE WINNER IS...

For the second consecutive year the Council for Advancement and Support of Education (CASE) District III has awarded the East Carolina Alumni Association with the Grand Award for Overall Alumni Relations Program. "This just lets the world know what we already know, East Carolina and her Alumni Association are true to our mission of service. We do what we do because our alumni deserve the best, awards just validate that others are watching and approve," said Paul J. Clifford, president and CEO of the East Carolina Alumni Association.

Other finalists in the category were the University of North Carolina at Chapel Hill General Alumni Association and the University of Virginia Alumni Association. A Special Merit award was also given for the Alumni Association's collaborative program Pirate Career Calls.

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Welcome to Servire, the magazine of the East Carolina Alumni Association Servire takes a closer look at the accomplishments of our alumni, bringing you engaging feature articles highlighting their success. Stay up-to-date on news from ECU's colleges and schools, The Career Center, University Advancement, upcoming alumni events, and ways you can stay connected with your alma mater.

DEAR PIRATE NATION...

As I write this letter I am on a flight that is 20,000 feet over the great state of North Carolina, or at least that is where our captain says we are. Day to day we get mired in the details of life, so it is good to stop every once in a while and take a look at things from a 20,000-foot perspective.

We are living in a turbulent, yet historic period of our nation's history. There is new leadership in Washington that is diligently working to turn around our country's economic crisis, improve healthcare, and protect



American interests in a global war on terror. There are many challenges ahead, including challenges for our University, but the most interesting endeavors are often those fraught with challenges.

Take for example, healthcare. East Carolina is leading the fight to provide world-class patient care for citizens of our region through educating doctors and nurses, and absorbing millions of dollars in indigent care costs. Dr. Paul Cunningham, dean and senior associate vice chancellor for medical affairs at the

Brody School of Medicine, addresses this very topic on page 21 of this magazine. Dr. Cunningham and his team continue to live the spirit of *Servire* (meaning to serve) by doing the right things for the right reasons, but they cannot do it alone.

My grandparents' generation handled the challenges of the Great Depression, WWII, and the Cold War to position the United States as the most powerful, culturally diverse, and economically advanced country in the world. How can our generation do the same? My gut tells me that the answer lies in education, and in particular, higher education. I am convinced that the world's problems, challenges, and future hinges on the strength of our colleges and universities. Education must continue to be the answer to our greatest questions.

At ECU we remain steadfast to our heritage of service by training more teachers and nurses than any school in North Carolina. We are training more doctors and allied health professionals than ever, and will soon add dentists to our roster to meet shortages in these critical healthcare positions. At ECU we have become the leadership University in the UNC System, with leadership infused in every curriculum campus wide. Our graduates are not only prepared to serve, but also to lead.

During these challenging times I encourage you to continue your steadfast support of ECU. By doing so you will have a hand in preparing our students to face these real world challenges. Your support is needed now more than ever for East Carolina's Second Century is in our hands.

GO PIRATES!

Sincerely,

Paul J. Clifford
President and CEO
East Carolina Alum

East Carolina Alumni Association Paul.Clifford@PirateAlumni.com



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SECOND CENTURY CAMPAIGN UPDATE

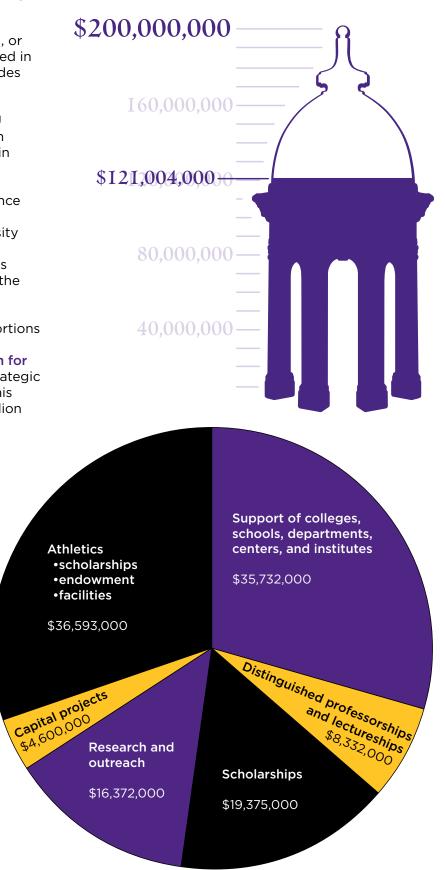
East Carolina University's Second Century Campaign has raised more than \$121 million, or 60 percent of its \$200 million goal. Launched in 2008, the Second Century Campaign provides resources for student scholarships, faculty, program, and athletic support, and campus facility construction and improvement. ECU donors contributed a record \$38.2 million in 2008 in response to the University's plans, in spite of difficult economic times.

"East Carolina is being called upon to enhance its service to students, the region, and the state," said ECU Vice Chancellor for University Advancement Mickey Dowdy. "The Second Century Campaign is vital to the University's ability to continue that service, now and in the years to come."

The Second Century Campaign provides portions of the funding necessary to accomplish the ambitious goals of **ECU Tomorrow:** A Vision for **Leadership and Service**, the University's strategic plan adopted in 2007. To fully implement this strategic plan will require in excess of \$1 billion in new resources from state, federal, and private sources over the next 10-15 years.

"Even during these challenging economic times, a record number of the University's alumni, friends, and supporters of have chosen to contribute their philanthropic dollar to East Carolina," said Dowdy. "That remarkable support is truly making a difference at our University and we are heartened by the dedication of the Pirate Nation."

For more information about the Second Century Campaign, please visit www.ecu.edu/devt or call 252-328-9550.



The Five Strategic Directions



Education for a New Century

ECU will prepare our students to compete and succeed in the global economy.

In support of this objective, the Second Century Campaign will raise funds to accomplish the following initiatives:

- •Expand the ECU Access Scholarships program, which provides need-based financial support for students who demonstrate strong academic potential.
- •Expand and strengthen the EC Scholars program, ECU's flagship merit scholarship program.
- •Expand the global reach of our programs.
- •Provide scholarships for study-abroad opportunities for students
- •Support scholarships to attract international students to our campus.
- •Establish distinguished professorships and lectureships to attract international expertise.

The Leadership University

ECU will distinguish itself by the ability to train and prepare leaders for our state and nation.

In support of this objective, the Second Century Campaign will raise funds to accomplish the following initiatives:

- •Support the BB&T Center for Leadership Development to enhance its work with the faculty.
- •Establish distinguished professorships in leadership for each of the colleges, and develop an annual leadership conference.
- •Strengthen the Chancellor's Leadership Academy, which will build leadership within our faculty and staff by providing opportunities to hear from and interact with great leaders in business, education, and government.
- •Establish the Center for Student Leadership and Civic Engagement, which will enhance classroom learning by incorporating community engagement and leadership training into each student's experience.

Economic Prosperity in the East

ECU will create a strong, sustainable future for the East through education, innovation, investment, and outreach.

In support of this objective, the Second Century Campaign will raise funds to accomplish the following initiatives:

- •Create multiple merit and need-based scholarship programs that will provide targeted support in the development of tomorrow's workforce for emerging and existing economic opportunities in the region.
- •Provide increased support for graduate students who upon graduation will strengthen an important dimension of the workforce
- •Strengthen research programs that have a direct impact on economic development, including health care, tourism, education, and biotechnology.
- •Support the construction of new campus facilities.

Health Care and Medical Innovation

ECU will save lives, cure diseases, and positively transform the quality of health care for the region and state.

In support of this objective, the Second Century Campaign will raise funds to accomplish the following initiatives:

- •Increase scholarship and financial aid programs to recruit outstanding students and expand the educational opportunities in the health sciences.
- •Establish distinguished professorships.
- •Significantly expand the research into the cause, treatment, and cure of diseases and conditions most prevalent in our region and state.
- •Support the construction of new teaching, research, and patient-care facilities.

The Arts, Culture, and the Quality of Life

ECU will provide world-class entertainment and powerful inspiration as we work together to sustain and improve the community's quality of life.

In support of this objective, the Second Century Campaign will raise funds to accomplish the following initiatives:

- •Cover the annual costs of all athletic scholarships.
- •Support faculty and students in the visual and performing arts.
- •Support major capital projects.
- •Endow established cultural programs.

Taking education to the educators

East Carolina University Professor Dr. Henry Peel, '79, '80, thinks getting an education should be easy. Logistically, that is. As the Wachovia Distinguished Professor in Educational Leadership in the College of Education's Department of Educational Leadership, Peel is charged with developing educational leaders from eastern North Carolina and strengthening collaborative relationships between the College of Education and area schools. In other words Peel is working through his professorship to take education to the educators, making continuing education and professional development as simple and stress-free as possible.

Peel, who earned his bachelor's and master's degree at ECU, taught in public schools



before returning to ECU as an assistant professor in the Department of Educational Leadership nearly 20 years ago. In 1999, he was selected as the first Wachovia Distinguished Professor in Educational Leadership, and has held the chair ever since. And Peel says

for ten years

this professorship is the perfect fit for him.

"What I like about this [professorship] is that it is very much service-driven," he said. "That's my interest at this point—to be very much in a service mode. When it comes to working in public schools, to have a service mentality and to have a professorship set up with the purpose to serve is great."

Through the support from Wachovia Corporation for the professorship, Peel has been able to reach more educators and groups and initiate more programs than he could have without the funding. "The nice thing about [the Wachovia Distinguished Professorship] is that we use the funds from the endowment to support a number of leadership development opportunities for public school [teachers and administrators]. When I first came into the role, I found the best thing for us to do was partner with other groups and use our funding in connection with their funding to support leadership development—teacher leadership as well as principal and superintendent leadership."

And the schools and school leaders are responding well. "Public schools love working with ECU because they view us as a genuine partner who really wants to work with them on understanding what the issues are that they are struggling with and partner with them to find solutions. They don't view us as someone coming out trying to tell them what to do, but rather a genuine partner to diagnose [the problem] and then work together to resolve it."

Currently, with the help of the Wachovia Distinguished Professorship, Peel is working with ECU faculty and educational leaders in eastern North Carolina to write modules for online development of principals, updating the ECU faculty on the latest technology for principals and superintendents to pass along to educational leadership students, and staying current on trends in educational leadership. To that end, Peel and two other professors are developing modules that principals and central office administrators can take to know what is expected of them with special needs children.

Recently, Peel helped develop and pilot an executive doctoral cohort for educational leaders in northeastern and southeastern NC, through which students are admitted into and go through the program as a group. Classes are offered on a schedule designed to accommodate people working in full-time leadership positions, making it as accessible as possible.

"They're working full-time, they've got full-time families, and they're going back to school, which is almost full-time," Peel said. "We have been as successful as we have—and we're viewed as positively as we are—because we recognize the difficulties in juggling this on top of everything else and attempt to create as much logistical ease as we can."

Through his recent focus on eastern North Carolina, Peel is creating a new class of educators that will continue to have a strong impact on the region and the state. His commitment to education is infectious and educators throughout the region are better for it

"Dr. Henry Peel is the consummate professional educator; he walks the walk, he talks the talk and he instills in you a desire to do the same," said Dr. John Welmers, associate superintendent for human resources, New Hanover County Schools.

Endowed professorships like the Wachovia Distinguished Professorship in Educational Leadership are vital to professors and students at ECU. They may be endowed with contributions ranging from \$333,000 to \$1 million. Through the N.C. Distinguished Professor Endowment Trust Fund, the State of N.C. provides supplemental grants for endowed professorships, matching \$1 of every \$2 donated.

"With the potential for the matching funding from the state, an endowed professorship is an efficient way to turn a contribution into a larger gift to design a program in which the donor would like to see improvement," Peel said. "The donor can play a part in what they want to see the endowed professorship look like. It's an efficient way to make a donation automatically increase in value by seeking the state funding and then the donor can partner with the University to create the professorship."

Nancy Darden '56: A True Example of Servire

For Nancy Darden, having a positive impact on others is a matter of course. And, as founder of the Ruth Home, a transitional home for women with drug and alcohol abuse problems, and Angel Spirit, a nonprofit organization that provided financial support to the Ruth Home, this East Carolina University graduate has had a profound effect on her community and those around her. And she is clearly humbled and encouraged by the experiences she has had along the way.

"The one thing that I really enjoy to think back onwas all the people that I have met, and how I learned from people," she said. "Not because I was so smart, but because they were smart, giving me information about what they had already done in their life to make things work, to make things happen."

The Ruth Home is one of her proudest accomplishments. Housed in her late grandmother's home and established through local fund raising efforts and the strength of Darden's determination, the Ruth Home housed up to five women at a time and taught them the life skills necessary to reenter the community in a positive way.

"I wanted them (the women at Ruth Home) to learn to be whatever they wanted or needed to be," Darden said. "I was placed in the right place."

Angel Spirit was a nonprofit Christian organization that raised money to help children of Ruth Home's residents to succeed in school. Through a small store in downtown Creedmoor, North Carolina, Darden sold angels, crosses, books, cards, and the Child of God doll, one of her most popular items.

Although Darden has retired, her impact is still being felt. Recently, she ran into a former student in Durham, North Carolina. The student thanked Darden and said, "The only reason I knew how to fix my husband's food is because you were very mean but you made us learn."

Darden was clearly humbled by the encounter.

"You are so proud to know that you can make a difference in somebody's life."

In 2007, she was named one of the 100 Incredible ECU Women by the Women's Roundtable at East Carolina. She also was recognized as one of 100 Legacy Leaders by ECU's College of Human Ecology (CHE) in February 2009.

In 2007, Darden established the Nancy W. Darden Scholarship in Criminal Justice to provide financial support for ECU students in the College of Human Ecology majoring in criminal justice. She has also made a provision in her estate plan to support the College of Human Ecology's child development and family relations programs.



Scholarships such as the one Darden established are a key component of ECU's Second Century Campaign. To date, ECU friends, alumni, and donors have contributed nearly \$20 million to support students through merit- and need-based scholarships.

"Economic times such as these make private support of student scholarships even more important," said Mickey Dowdy, ECU's vice chancellor for University Advancement. "As federal and state scholarships and loans get more difficult to obtain, privately funded scholarships are becoming more and more important for students and their ability to continue on to higher education."

According to Kathy Brown, major gifts officer for ECU's College of Human Ecology, Darden's community involvement and support of ECU is innate.

"Her whole life has been about giving back," Brown said. "She is a true example of how one person can change people's lives."



All in the Family

Running a business runs in the family for Brenda Morgan Jarman '73, '77. Owner of J.A.'s Uniform Shop in Greenville, NC, Jarman has been hard at work providing health care professionals the finest uniforms in town since 1992.

In 1970 Lenore Jarman, Brenda's mother-in-law, and her dear friend Dorothy Armstead, who was a nurse, decided that Greenville needed a uniform shop, particularly with the continued growth of East Carolina's nursing program, to provide quality scrubs and shoes for medical personnel, and so J.A.'s Uniform Shop was born. The store's first location was on Evans St., then moved to the Medical Pavilion on West 6th St., and in 1996 ended up at its current location on Stantonsburg Rd. where it offers medical and school uniforms, shoes, and fun pirate wear.

Jarman, who was a teacher and guidance counselor in the Pitt County School
System, took over the family business in
1992 after her mother-in-law passed away.
"I just couldn't see all of her hard work go to waste, so it was an easy decision for me to continue her legacy by taking over the store," remarked Jarman. "J.A.'s was a central

part of our family; my kids would come here after school to help their grandmother with inventory, and Mrs. Jarman and I used to go on the best trips to search for new items to carry in the store. It just made sense to me to keep it open, and it's a wonderful way to serve our community."

Service is something Jarman takes to

heart and strives each day to provide the best service she can to her customers and employees. "Retail is a personal business. You've got to create relationships with your customers and help them get what they need. Treat everyone as an equal and be willing to work at every aspect of your business—bookkeeping, inventory, answering the phone. It makes a big difference in employee morale and will keep your customers as regular patrons." "I also feel it is so important to give back to your community. I feel ECU is the engine that pulls the eastern part of the state, and as my alma mater I take great pride in giving back however I can. Alumni who are not involved with ECU are missing out on a terrific family. Grant [Jarman's husband] and I haven't missed a home football game in 41 years, and it's because of that family atmosphere that we keep coming back."

Jarman is not just a football fan; she's also an ambassador for ECU. "You'd be amazed how many places I've gone where I run into ECU alumni and friends. My husband wears an ECU ball cap almost everywhere we go, and inevitably we hear "Go Pirates!" We took a trip to Vail, CO and wouldn't you know the owner of a restaurant we went to was an ECU graduate! It makes me feel so proud to know how truly global East Carolina has become."

When not busy with her family or her business, Jarman takes time to volunteer for East Carolina. She spent a number of years on the Pitt County Alumni Board during the mid-1970s, is involved with the Pitt County Pirate Club Chapter, and serves on the College of Nursing's Advisory Council. The Jarman family endows a nursing scholarship in memory of Lenore Jarman, and funds an unrestricted endowment for ECU Athletics. Brenda and Grant are members of the Alumni Association, Order of the Cupola, Chancellor's Society, Saber Society of the Pirate Club, and Circle of Excellence. Jarman's support of the College of Nursing will be recognized this spring when the student services room lobby is dedicated in her name.

A Spirit of ervice ONE STEP AT A TIME

She's been described as enthusiastic, ardent, and committed. You could also add exuberant, creative, and devoted. But these words alone cannot paint the full picture of Sabrina Bengel, chair of the East Carolina Alumni Association, whose characteristic laugh and invigorating spirit are contagious. Bengel believes in service and feels that "we are all blessed with special gifts. My special gift is getting people together, harnessing talent, and working together to come up with something great. I feel so lucky to have been able to do this throughout my career, but my most rewarding experience has been serving my University and I encourage others to holdfast to their ECU connections." Take a look at how Bengel is living the University's motto Servire in her community of New Bern, NC and for East Carolina:

- Owned and Operated NS Travel, Inc. for ten years
- •Marketing Manager for Quixote Travels, Inc. for five years
- •President, New Bern Tours & Convention Services New Bern's Trolley Car Tours
- •President and CEO, New Bern River Rats Baseball Team of the Coastal Plain League
- •Managing Partner, The Birthplace of Pepsi
- •Chair, East Carolina Alumni Association Board of Directors
- •Chairman, Friends of the New Bern Firemen's Museum
- Member, Board of Directors of Craven Community College Foundation
- •Secretary and Honorary Member, New Bern/JT Barber High School Athletic Hall of Fame
- •Chairman, Convention Center Development Committee
- •Member, Breakfast Rotary Club and the Downtown Business Council
- •Immediate Past Chairman, Craven County Tourism

 Development Authority, twelve years of service, two terms as Chairman
- •Past Board of Directors member, New Bern Area Chamber of
- •Past Board member, Craven Arts Council
- Past Board member, Craven Regional Medical Center Foundation
- Past President, Downtown Business and Professional Association
- Past President, Historic District Residents Association
- Past Chairman, Craven County Tourism Development Authority Marketing Committee
- Past Chairman, Craven Regional Medical Foundation's Festival of Trees
- •Recipient of the Paul Harris Fellow by the New Bern Breakfast Rotary Club in 2004
- •Named Entrepreneur of the Year by the New Bern Chamber of Commerce in 1994

Bengel is married to Steve Bengel '79, owner of R.E. Bengel Sheet Metal Company, with whom she has two children, Buddy and Becky.



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Have you ever sat in a doctor's office waiting area for more than just a few minutes? Most of us have, and likely will again. Isn't it nice to have something to look at while you wait? As the son of a physician, Jamie LeLiever '03 grew up around the waiting room. Thanks to his East Carolina education and creative mind, LeLiever came up with a savvy way to educate and inform patiently waiting patients, while increasing office revenue for his father—and so began LeLiever's journey as an entrepreneur.

Shortly after LeLiever graduated from East Carolina with a degree in business administration with a concentration in marketing, he and friend Nirdhar Khazanie paired up to create 2HiTek Productions, a digital media production company based in Raleigh, NC. As young, enthusiastic businessmen, LeLiever and Khazanie were eager to build a name for themselves and went after a contract to market the Sony Ericsson Z500a mobile phone. (LeLiever had learned the ropes of television through working with the Greenville Area Public

Television station, which was run out of Joyner Library.) Much to their delight, the pair won the contract. Although LeLiever enjoyed working with his friend, he was anxious to see what else he could do with his talents. When his father asked him to take a look at his practice's marketing plan, LeLiever developed a new way to apply innovative media and started Mediplay, Inc.

Co-founded by LeLiever and his father Dr. William LeLiever in 2004, Mediplay, Inc. is the nation's first personalized point-ofcare digital signage system for the healthcare industry. Mediplay offers physicians a creative, non-intrusive way to educate and inform patients of their services through flat-panel LCD screens strategically placed in waiting and exam rooms. The screens

communicate the practice's message and the scope of services offered, which in turn sparks conversation and questions about treatments that might be appropriate for that

patient. For example, when we think of an ear, nose, and throat doctor (which is LeLiever's father's specialty), we often think of tonsillectomies, sinus disorders, and hearing loss. But many ENT offices also offer treatment for allergies, sleep disorders, voice evaluations, and even cosmetic surgeries. The Mediplay system communicates this information through state-of-the-art content deployment systems along with eye-catching and informative content which is controlled via the Internet. There are currently three delivery systems for practices to choose from: mpMotion, which is for the waiting room; mpTV, which utilizes a split screen to provide television programming and the practice's educational content; and mpExam, which is used in the exam room to provide specific patient content based on electronic



Want to learn more about Jamie LeLiever and Mediplay? Listen to his January 27, 2007 A Pirate's Life for Me! interview at PirateAlumni.com/apirateslifeforme.

medical records. The advantage to utilizing Mediplay's technology for physicians is educated patients and hopefully an increase in revenue. (Remember that our physicians are running businesses as well as caring for our health and well-being.)

Within a year of utilizing Mediplay technology in his father's office, the practice saw a 15% increase in audiology sales and a 300% increase in cosmetic sales. Father and son knew they had developed something remarkable, and LeLiever began marketing his product to other physician's offices.

By December 2007 Mediplay had 12 fulltime employees, seven of which were ECU graduates. "I used ECU's Career Center and Dr. Jim Westmoreland of the College of Business to find appropriate employees. As a start-up company Mediplay didn't have an abundance of revenue to pay employees, so it made sense to hire recent graduates who weren't expecting significant salaries-and since I shared their ECU experience I knew they would be hard-working, imaginative, dedicated employees." Mediplay had grown so much in four short years that LeLiever brought in the Cummins Group to assume management of the company. By the end of 2008 Mediplay systems were in 100 locations with more than \$1.2 million in sales and valued at \$5 million.

LeLiever knew he had to protect the innovations that are Mediplay through obtaining trade marks and seeking patent protection, which is how he became interested in intellectual property (IP)the basis for his new company European Intellectual Property Consultants, LLC (EUIP), which he founded in October 2008. "I attended several "think global" seminars from the Council for Entrepreneurial Development. These events linked me up with a few global business consultants that expressed how early stage companies and university tech transfer departments have a need for worldwide intellectual property protection but can't afford it in the early stages. My company, European IP Consultants is focused on providing startups, early stage companies, and university technology transfer departments ways to inexpensively file patents and trademarks in the world's 2nd largest IP market, Europe.

"THERE'S A MIXTURE OF HAVING THE RIGHT OPPORTUNITIES AND THE RIGHT SUPPORT ALONG WITH THE DRIVE TO PUT EVERYTHING TOGETHER AND ENABLING THAT OPPORTUNITY TO GROW. THAT IS THE MOST IMPORTANT PART ABOUT BEING AN ENTREPRENEUR."

EUIP Consultants negotiates "direct" flat rates with some of the largest IP firms in Europe as well as deferred payment options for universities that need patent protection now but have not secured a licensee yet to pay for it. What I love most about my current business is that I get to work with entrepreneurs like myself, and get exposed to new technologies and inventions on a weekly basis. The most rewarding part of my job is helping start-ups realize the power and value of their intellectual property on a global level and helping them succeed in capitalizing on

You could say LeLiever is "paying it forward" by helping other young entrepreneurs get started. "I would be remiss to say I've done this all on my own and I certainly do not claim that. Every opportunity that has come along for me is from, I believe, having a good personality and

out to different people at all levels of business, engage them, and ask them for help. I was able to do so many things at ECU, like bring University Meal Deal to campus, because of the mentors I had; Tom McQuaid, Tracy Blake, and Judith Hunt all had a hand in my success as a student. And of course, it's all about opportunities. There's a mixture of having the right opportunities and the right support along with the drive to put everything together and enabling that

being able to reach

opportunity to grow. That is the most important part about being an entrepreneur."

At 28, LeLiever has already accomplished what might take some an entire career. He shared some advice for those who are just starting out: "To be successful in starting a business, you must constantly be innovating to stay ahead of your competition; you have to reinvent yourself over and over again. You must have the right team, which has the skills and positive attitude to nurture innovation. You must have the right resources—even the best ideas will die if not capitalized properly. Finally, never lose sight of your consumer, and what value your innovation brings to them—that's the 'meat and potatoes' of being successful with a start-up,"

Good advice from someone who knows.



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Viva la France! Viva Italia!

Wine and cheese, pasta and pizza. The French Riviera, a Tuscan villa. Words and phrases often associated with two of the most traveled to countries in the world, France and Italy. For Robin Good '80, just mentioning any of these topics conjures up feelings of warmth, kindness, incredible hospitality, memories of countless experiences in the old world, and excitement of new adventures to come. As owner of TakeOffItaly.com and TakeOffFrance.com, Good has spent the better part of her career traveling France and Italy for business and for pleasure.

Good has always had an adventurous spirit and a desire for knowledge. Growing up, she thought she wanted to be a nurse, for a while, and then thought she would work in the newspaper industry (influenced by her mother's profession). But when she enrolled at East Carolina, she took her own path and earned a degree in interior design and merchandising (formerly housing and management). After graduation, Good worked as an interior designer, but that adventurous spirit got the best of her. Through a newspaper contact of her mother's, she took a job with TV Update, a publishing and syndication company owned by Scripps Howard. The job interview in New York City and subsequent travel required in her various positions with the company sparked Good's love of travel,

which ultimately inspired her to create her travel Web sites.

"I guess I got into the TV magazine game pretty early, so to speak, and the stars were just aligned right because every time I turned around they [TV

Update] were promoting me. I started off in sales, selling advertising in the weekly newspaper TV insert, then moved up to sales manager, then regional manager, and then I worked out of the San Francisco office as the West Coast manager before moving to New York to be the advertising sales and marketing manager. Really, at the time, I was one of the only female executives in the company, and I attribute that to having great mentors throughout my career and my life, including my dad, who encouraged me to take risks. The company changed hands and names a few times, and I was always part of the 'sale' (thankfully). In 2004, I bought the company, now Print Marketing Concepts, with my two partners, Sue Beck and Greg Wickliff."

Chateau d'Amboise in Amboise, France

Through the many trips Good planned to conduct Print Marketing Concepts business, she became adept at being her own travel agent—booking flights, finding hotels, seeking out local hot spots. So when a former boss suggested she accompany her on a trip to Europe, Good jumped at the chance. Her first trip was to England. The next trip she planned on her own, taking her mother to France, then Italy, and fell in love with the culture, cuisine, landscape, and people of the two countries. Any chance she got to travel to Europe she was on a plane—even if only for a long weekend.

"Newspapers prefer not to have us in their market from about mid-November until after the New Year because that's typically when they make the majority of their ad revenue selling space for the holiday season So I would take that time to travel, and I'd take anybody with me who could commit to going. My parents have been with me

> and I've traveled with lots of friends. When I lived in New York City, a group of us would go to a different European city each year for President's Day. It started as a group of four friends, then grew to six, then 13—people kept hearing about these annual trips that we were taking and wanted to come along. During every trip I took detailed notes

on the places I liked to stay, and where I liked to eat, and where I liked to visit, so I had year's worth of information about destinations in Italy and France, and more importantly I did things on a budget. I would occasionally splurge when I could, but that was in the off-peak when you can get flights and hotel stays at lower prices because it's not the tourist season. It was one of my mentors Shaun Higgins, CEO of New Media Ventures, who suggested I put all of my travel notes on the Internet. I love seeing how people react when they visit Europe for the first time, so I took the risk and started Take Off Italy and Take Off France, which are both budget-based travel Web sites. For people who are looking to travel to France or Italy and save a little money, it's 'Off peak, Off price, and Off the Beaten Path' as the Web sites state."

Good's travel Web sites are veritable treasure troves of tips and planning advice, with



Robin Good's European Travel Philosophy

- 1. One trip to Europe is never enough—you will return, again and again
- 2. See as much as you can in a limited amount of time, but don't forget to relax-enjoy the scenery, the people, the sights, and the sounds of another culture
- 3. Make an effort to understand the cultures and appreciate the differences between your country and theirs—you might even try something new
- 4. Shared memories solidify relationships when it's just the two of you, and you don't speak the language, you'll appreciate each other more for working together to enjoy the travel experience
- 5. Drive-it gives you freedom to be spontaneous and enjoy Europe at your
- 6. Off peak travel has many perks, including lower prices, fewer crowds, cooler weather, and less congestion



or someone else—I think of 'the sublime hotel, restaurant, sites, and shopping to the ridiculous' when it comes to saving recommendations. She's even included book and movie suggestions, and recipes from on some things and splurging on others. I chefs at some of her favorite restaurants gather a lot of information about my clients in France and Italy to prepare your taste before putting together their itinerary, buds for the feasts to come. "With all the and this helps me determine which hotels, information on the Web sites, anybody restaurants, and sites best suit their needs could plan their own trip if they wanted and their budgets—and I always try to to. The hotels, for example, I've provided incorporate where they should splurge and contact information so you can get in where they can save. The best part for me is touch with them via e-mail or telephone hearing from clients, after their trip, what a and get a price for when you want to stay. wonderful time they had, and then getting Everything on the sites is free. What I repeat customers." don't give out is what I provide for my clients, an itinerary and some secrets I save for their trips. I can get tickets to shows and museums in advance, I've rented villas for people, I've arranged boat trips along the Amalfi coast, private day trips—really anything my clients want to do. I've formed relationships with a variety of travel and

Each time Good returns to France or Italy she feels like she's home. "This may sound strange, but I feel like I'm European. I love the way they love their families, I love the way food is important, I love that everybody walks everywhere. I love sitting in a café drinking coffee and not being rushed to leave, I love piazzas, and I love fountains. I like feeling transported, and I am both physically and emotionally when I am there. The culture is very different in France and Italy, and I think at one time America was like that and now we're getting back to it. On one of my recent trips to Italy with my friend Jennifer, we were sitting outdoors at a café with a glass of wine and I offered the toast, 'Our lives don't suck,' something I often say. I mean, you're sitting there and the sun is shining, there's a little nip in the air, you're with a person you love, or your best friend, or your parents, and it's just wonderful. I love that I can provide that experience for others by planning their trips."

Want a fellow Pirate to plan your next trip to France or Italy? Visit TakeOffItaly.com or TakeOffFrance.com to get started.



Lake Como, Bellagio, Italy





A bustling artist's haven, Montmartre, in Parie, France



Want to learn more about **Robin Good and European** travel? Listen to her March 8, 2008 A Pirate's Life for Me! interview at PirateAlumni.com/

tourism contacts in both Italy and France

giving them business through my clientele.

I don't take any kind of commission from

hotels or my other business contacts. If the

hotel [or the service] is good, I'm going to

recommend it, and if the hotel is paying

me, then I'm biased. My personal trips to

France and Italy are influenced by research,

photographs of interesting sites or cities

women still dress in traditional costume),

and places that offer unique experiences.

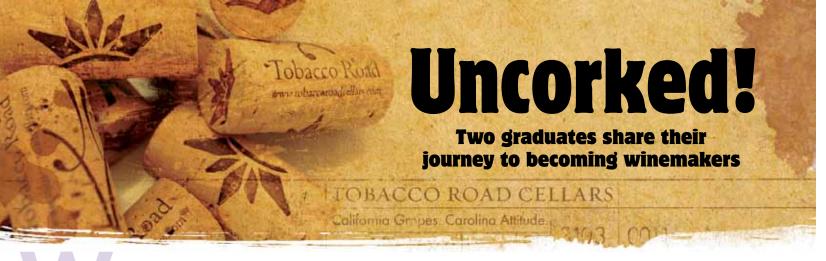
Anytime I plan a trip—whether for myself

(like Scanno, a village in Italy where the

and maintained those relationships by

apirateslifeforme.

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"We both really love wine," remarked Dusty Field '94 about he and business partner Jason Earnest '00, "so it all started when we decided to have our own wine made to give as gifts to friends and family. It was a huge hit and people wanted to buy it from us." With a little nudging from friends and a little more tasting of their product, the duo was convinced their supporters were right hence Tobacco Road Cellars was born—a boutique winery that bottles ultra premium Cabernet Sauvignon, Syrah, Pinot Noir, and Pinot Gris.

This is the story of two proud ECU graduates who met after college through a mutual friend. They soon realized they had many things in common with similar life goals and aspirations, so they decided to combine their talents and interests into consumable profits. In the few short years since Field and Earnest started Tobacco Road Cellars, their wines have received numerous accolades from the industry and a fan following that includes the likes of ECU Head Football Coach Skip Holtz and his wife Jennifer.



But let's go back a few years, to before Tobacco Road...

You could say that Dusty Field has that entrepreneurial spirit in his blood—or perhaps in his fingertips—for everything he touches seems to turn to gold. Field was not a typical college student. Yes, he enjoyed going to class, participating in his fraternity Sigma Phi Epsilon, and having a good time with friends, but Field also caught the business bug early-on. Despite being a biology major whose original intention was to be an optometrist, Field knew that earning a living was critical to survival. "I have to give credit to my parents for instilling in me a sense of financial responsibility. They provided a way for me to attend college, but I had to come up with ways to pay for the extra-curricular activities I was involved in. My fraternity brothers used to joke on me because they'd be at a location as a patron and I'd be there collecting quarters from my pistachio and gumball machines." Little did the brothers of Sig Ep know how Field's first business

> venture would lead to bigger, better, more profitable businesses in the future. "With the vending machines, I learned on a small scale how to negotiate commissions, how to factor in your cost, and how location was a big factor on profitability per machine. I always worked hard, but I learned that if you work smarter you could get a lot more accomplished than by just manually working hard. It might not have been the most glamorous job, but in terms of hours spent and money earned I was usually better off than my friends who worked at restaurants or in retail."

With the continued success and growth of his vending machine business, Field decided to add pay telephones, then ATM's, and finally armored cars to his business—all potentially dangerous when changing out money. Field was very fortunate in that his safety was never threatened, but he took precautions—including fast food bags and his black lab—to be inconspicuous. "I'd walk into a convenience store to service one of my ATMs with a McDonald's bag with \$10,000 in it. I figured no one would think I'd have anything important in a McDonald's bag! And of course my dog was always good protection, too."

After Field's ATMs had spread into 32 states with 1,400 machines, his interest turned to armored cars. "When I say I'm going to do something I strive to deliver on that promise. One weekend the armored car company that we were using to service the ATMs didn't do what I needed them to when one of our machines in a large mall ran out of money. So I decided that in order to have the level of service that I expected I needed to start my own armored car company. I wasn't willing to risk my business based on someone else's shortcoming."

In 2003, at just 31-years-old, Field sold the ATM company for \$7 million, and the armored car company shortly afterward for \$1 million. But Field had no intention of "retiring early" or just taking it easy—he set his sights on real estate and partnered with Tyler Morris, a long time friend who had plans to build condos in Raleigh. The two formed Boylan Companies, a multi-faceted real estate company with development, construction, management, commercial, and realty capabilities, of which Field is the

CEO. It was through charitable work Field was doing for Boylan Companies that he met his future business partner.

Enter Jason Earnest.

"My dad owned his own real estate company, so growing up I always knew that I wanted to go into business for myself. My degree from East Carolina is in finance, which certainly helps when you're an entrepreneur. I had a great time at ECU, and it was through my fraternity Kappa Sigma that I was exposed to leadership roles and got involved with community service and other charitable work. That's a tradition that I'm proud to continue with Tobacco Road Cellars."

Earnest and Field understand that letting people taste their product is the best way to make sales. But they use this tactic for the good of others, not just to increase their bottom line. "When we hold wine tastings in people's homes we allow the host/ hostess to choose which charity they would like a portion of the sales to go to. Some of the organizations that we've recently contributed to are Muscular Dystrophy, Duke Hospice, and Band Together (who then makes donations to groups like the Boys and Girls Club and Big Brothers Big Sisters)."

"It was actually through our individual philanthropy work with Band Together that Dusty and I met. After I graduated I worked with Principal Financial Group where I assisted individuals with financial planning and managing assets, and with small businesses for things like retirement plans. Principal Financial Group was a sponsor of a Band Together event, and coincidently, Boylan Companies was too. I wanted to learn more about Boylan Companies, so a friend got me in touch with Dusty. We met, discovered that we share the same visions on a lot of things and were able to partner on some projects. The wine came shortly after that."

Earnest had received a bottle of wine as a gift from a friend. He thought it was the ultimate gift because the friend's signature was on the label—and it wasn't just written with a Sharpie. He thought for sure the guy must own his own vineyard, but quickly learned this wasn't the case. "We [Earnest and Field] got in touch with some contacts we had in California and went out to make our own wine."

Fast forward to today...

"California Grapes. Carolina Attitude." is the tagline on the Tobacco Road Cellars' press kit. It's a testament to the superiority of the "Tobacco Road" region, the inspiration for the company's name. "Dusty and I are entrepreneurs, naturally, and like to start things from the ground up and make

...continued on page 18



Tobacco Road Cellars' Guide to Winemaking

- Receive an exemplary education at East Carolina University where you learn how to be a leader and the value of serving others.
- Partner with a fellow graduate to pool your collective experience and talents to start a business.
- Decide that you want to make the very best wine for others to enjoy. (And keep a little for yourself along
- Choose a company name that imbues excellence for potential consumers.
- Determine which varietals you'd like to produce.
- Learn absolutely everything you can about vineyards that grow exceptional grapes to be made into your chosen vintages.
- Take a trip to California to meet with your viticulturists and determine your berry harvesting method.
- Let nature do its thing. (With a little help watering and pruning from viticulturists.)
- Handpick grapes from the vine during cool morning hours, being careful to remove imperfect bunches from the harvest.
- •Transport bunches to the winery. (Which was chosen, of course, based on its impeccable reputation.)
- Sort the bunches to ensure none are raisined or have fungus.
- Crush the grapes, which removes the stems and produces the must (the crushed grapes and juice).
- •Red grape must immediately enters fermentation tanks, while white grape must is pressed to separate the juice from the skins and then enters fermentation tanks.
- Add some yeast to start the fermentation process, according to grape type and the winemaker's specifications.
- Monitor fermentation for 12 to 20 months, including aging red wines in French or American oak barrels.
- Test your product to ensure boutique quality.
- •Filter, bottle, cork, and label each vintage.
- Deliver shipments to customers.
- Uncork, pour, and enjoy!

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them succeed. Our focus from day one has been on quality and making the best wines that we can make. The name "Tobacco Road" is a tradition of excellence in North Carolina and the region, so our wines have to live up to that name. We're involved in every detail from choosing which vineyards to use and bottling to label design and marketing."

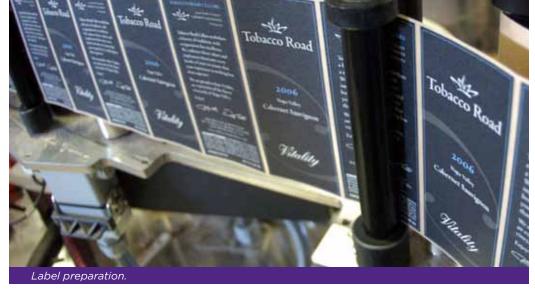
The pair did their homework and learned that there is much more to making a delicious wine than crushing and fermenting grapes. It's truly a two-part process that begins with the vineyard and ends at the winery. Tobacco Road Cellars does not own it's own vineyard, but takes advantage of doing business with multiple vineyards to pick and choose the best harvest of grapes each season. Many factors determine berry quality, including weather conditions, soil acidity or alkalinity, and the viticulturist's method of tending the vines and collecting the ripened grapes. Then it is up to the winery to

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Tobacco Road

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complete the process—de-stemming, crushing, fermenting, aging, filtering, and bottling to produce the perfect blend. All that attention to detail has paid off— Tobacco Road Cellars won a gold medal for it's 2005 Cabernet Sauvignon "Vitality" at the 2008 Riverside International Wine Competition in California; the endorsement of Gary Vaynerchuk, host of Wine Library

TV; and praise from numerous industry experts like Scott McKeon and Bart Holstein of Wine God Collections.

In the beginning, Tobacco Road Cellars was primarily focused on red varietals, offering Cabernet Sauvignon, Pinot Noir, and Syrah, but like any good business the company has continued to grow. Pinot Gris, a white varietal, was added in 2007 and 2010 will bring Chardonnay to the offerings Tobacco Road Cellars' wines are available at many restaurants, country clubs, and wine shops in the Triangle area, Greensboro, Charlotte, and Asheville, North Carolina, and true connoisseurs can enjoy Tobacco Road Cellars' wines delivered to their door through membership in the Regency Club.

As most businesses do, Tobacco Road Cellars uses traditional marketing methods to sell their wines, but these business savvy partners also utilize today's popular technology and a few non-traditional methods to advertise. "Tobacco Road Show," a link on the company's Web site www.tobaccoroadcellars.com, provides fun, entertaining videos of enthusiastic customers, sommelier reviews, and Field and Earnest enjoying the fruits of their labor. Tobacco Road Cellars also has a presence on Facebook, MySpace, and You Tube. The company offers a music CD Vitality, a collection of new age music perfect for sitting back, relaxing, and enjoying the perfect glass of wine, and Excellent Courses, a cookbook from Ravenscroft School in Raleigh, North Carolina.

For Field and Earnest winemaking is not just a business, it's a passion, and this passion is renewed each season when they begin the process for the year's reserve—a tradition that has been practiced for thousands of years and continues through these two ECU graduates.



Want to learn more about **Tobacco Road Cellars? Listen to Dusty and Jason's October 11, 2008** A Pirate's Life for Me! interview at irate Alumni.com/apirates life forme. EAST CAROLINA UNIVERSITY In Volatile Economic Times Invest In What You Believe In

As you evaluate your top priorities, know that your investment in East Carolina University through one of our foundations (East Carolina University Foundation Inc., the East Carolina University Medical & Health Sciences Foundation Inc., and the East Carolina Educational Foundation Inc. [Pirate Club]) will ensure meaningful future opportunities for students.

A revocable gift such as a bequest provision in your will, a beneficiary designation from your qualified retirement plan such as an IRA or 401(k), or an owner/beneficiary designation from an insurance policy serves as a meaningful gift that does not distribute assets from your estate during your lifetime. These options are an excellent way to leave a

future gift (either dollar total or percentage) to ECU. Your planned gift enables you to designate your future contribution to any area for the purpose of your choice.

Your support will help us attain our Second Century Campaign goal while you earn membership benefits in the Leo W. Jenkins Society.

Please call Greg Abeyounis, Assistant Vice Chancellor for Development, at 252-328-9573 or e-mail at abeyounisg@ ecu.edu for more information or to schedule an appointment to discuss these or other planned giving options.

www.ecu.edu/devt

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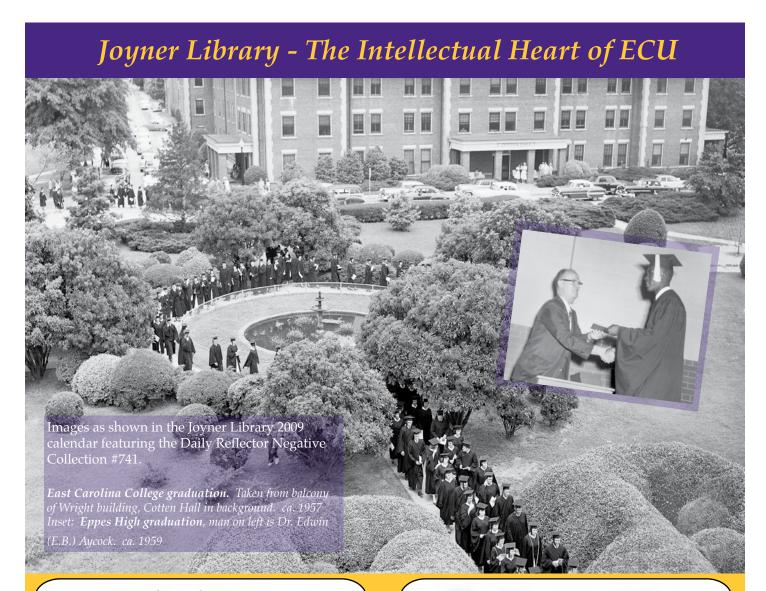
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In 1997, Mr. Jordan Whichard, a fourth generation Whichard family member of Pitt County, donated a collection of photographic negatives from the family-owned *Daily Reflector* newspaper of Greenville. This collection contains 85,000 images taken between 1949-1967 and represents changes in eastern North Carolina, both social and economic. The Library, through a NC ECHO grant, will build on the current East Carolina digital collections by digitizing and mounting 6,000 of the images.

Upon completion, an appealing, accessible, and historically significant collection representing the culture and environmental change of Pitt and surrounding counties will be available at no charge to historians, researchers, students (both higher education and K-12), and community.

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strengthen the future of this great University.

LEGISLATIVE MATTERS

Supporting indigent care in eastern North Carolina

When local and state leaders established the medical school at East Carolina University in 1975, the citizens of eastern North Carolina saw a dream come true: the chance to have most of their care provided within the region while training doctors to work in our communities. Since then, ECU has set a standard for medical education and has done it with the lowest in-state tuition of any public school in the United States. In addition, we have taken care of our own, on our own.

Yet the financial challenges that face the Brody School of Medicine have become greater and more complex. Thankfully, we are all living longer. We expect the highest level of health care possible. We have much more advanced—and expensive—technology for diagnosis and treatment. All these factors add cost.

While we are seeing attempts nationwide to reduce cost and improve efficiency, such as implementing electronic medical records to reduce paperwork and streamline care, the roots of high costs go deeper. Gaining efficiency is more complicated for us in the medical field than for those in other industries because our patients and their needs are all a little different.

One cost we will always face is indigent care, or care that is free or deeply discounted. Free care occurs when a patient is unable to pay for the services required to maintain health.

Deeply discounted care typically is provided well below cost and is related directly to government-sponsored programs such as Medicaid. About three-fifths of our patients fall into these categories, compared to twofifths in the state as a whole.

The Brody School of Medicine provides approximately \$10 million in free care every year. This care is truly free and is not reimbursed by any means, including state money, or compensated by reimbursements we receive from insurance companies for patients who have health coverage. If we cannot manage this annual cost, the ability to provide quality services to our patients will inevitably erode.

In addition to providing care to those who cannot pay, Brody is also the primary provider of "safety-net services" in Greenville and much of the region. Our faculty members provide trauma and critical care, emergency medicine, specialized rehabilitation services, neonatal care, high-risk obstetrics, specialized cancer treatment, infectious disease services, and transplantation, just to name a few.

We are always looking for ways to reduce costs, and it may cross one's mind that we can adopt some system to solve this problem. Are Americans willing to wait longer for routine tests or delay elective surgery? Are we willing to consider rationing care? In other countries, these are not concepts but the realities

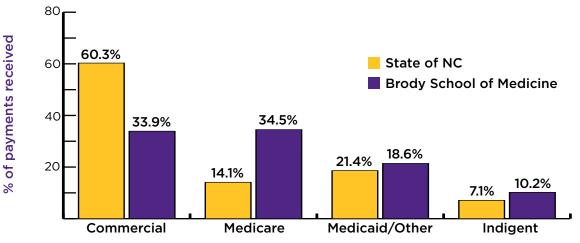
patients experience every day. Many countries spend a large proportion of their health care dollars on prevention and managing childhood disease. Here, we have grown accustomed to spending much of our health

care dollars at the other extreme of age.

Caring for those who cannot pay and providing these safety-net services are essential to the health and well-being of our region. Therefore, one of ECU's legislative priorities is to secure \$5 million in indigent care funding from the state during the next two years to help offset these costs. We particularly need this support now as families are losing jobs and health insurance coverage.

For our region to regain its economic strength and productivity, it will need a healthy workforce. In my way of thinking, there is no better time to invest in the Brody School of Medicine's mission than right now.

~Dr. Paul Cunningham, dean and senior associate vice chancellor for medical affairs at the Brody School of Medicine



As evidenced in this graph, the Brody School of Medicine provides more indigent care and care for Medicaid and Medicare patients than the whole of North Carolina practices.

Information from the Brody School of Medicine and the North Carolina Medical Society.

CAREER

A service
of the ECU
Career Center

SPRING CAREER FAIR OPEN TO ALUMNI TOO

With today's tough economic climate, trying to connect with employers can feel like a discouraging chore. Networking is widely accepted as one of the most effective methods of job searching, but many job seekers don't know how to identify and connect with potential employers. It can be very time consuming and frustrating trying to contact a variety of employers and submit industry-focused resumes in the hopes of establishing face-to-face contact, which may or may not occur. There must be an easier way to connect with employers—and indeed there is, the annual ECU Spring Career Fair!

Every semester the ECU Career Center hosts career fairs, an ideal opportunity for alumni to meet with a variety of recruiting employers in one setting. On March 26, an All Majors Career Fair will take place from 10:00 a.m. to 2:00 p.m. in the Greenville Convention Center; at this fair, a wide variety of recruiters will represent various industries, including business, healthcare, hospitality, criminal justice, construction, and distribution. Alumni with degrees in all majors are invited to attend the All Majors Career Fair.

Tips for getting the most out of these excellent networking opportunities:

Preparation is Key!

- •Before the fair, obtain a list of the employers that are registered to attend. Alumni can visit https://www.ecu.edu/e3careers/forstudents.careerfairs.asp for a list of employers who plan to participate. For many of the registered employers, a direct link to the company's website is also provided—use these links to research the employer and be prepared to talk about what you have learned.
- •Update your résumé and make sure to bring plenty of copies—a one-page résumé is preferred for career fairs! Be aware that you may need to prepare several versions of your résumé if you plan to speak with employers from different industries. Have your résumé critiqued—call the Career Center at 252-328-6050 if you need assistance.

interested in a Career in Salor Recruiting?

ECU's Annual Career Fairs are a great opportunity to connect with recruiters.

•Treat the career fair as you would a professional interview, and dress accordingly—in most cases, cons

- interview, and dress accordingly—in most cases, conservative business professional attire is appropriate. Make sure to wear comfortable shoes!
- •Instead of a large bag or briefcase, bring a folder or portfolio to manage your résumé and to take notes.

Meet with Recruiters!

Dress to Impress!

- •When introducing yourself to a potential employer, use a "Power Greeting"—take 60 seconds to introduce yourself, demonstrate your educational background and knowledge about the company, relate any relevant experience, and express interest in available opportunities.
- •Be prepared to answer questions about yourself, such as discussing your goals and what you can offer the company. Also prepare questions to ask the recruiters that focus on their goals and needs. Make sure you gather business cards and make notes for yourself.

Practice Career Fair Etiquette!

- •Don't interrupt employer reps or fellow job seekers. If the employer is busy, wait patiently to catch his or her eye, or come back at a later time.
- •Remain positive and have a good attitude—smile, shake hands, be polite. Remember—someone is always watching!
- •Be sincere—vou are marketing yourself and your skills, but don't overdo it.
- •Follow-up with the employers you met—thank you notes are always appropriate, and can be the difference that sets you apart from the masses of other attendees.

Remember that the ECU Career Center is here to help alumni. If you need help with a résumé, interviewing skills, or other job search related topics call our office at 252-328-6050 or 1-800-391-0506.

Pirate Alumni Make Their Mark



Fast Continual C



Adina Simmons-Student Manager Class of 2009

Josh Cooper-Catering Manager Class of 2007

Judi Wooten-Food Service Director Class of 1984

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Visit www.aramark.com to explore career opportunities at your alma mater.





ALLIED HEALTH

Passion for children's success in life inspires the first endowed professorship in the College of Allied **Health Sciences**

Dr. C. Christopher and Barbara W. Bremer have dedicated their lives to improving the lives of others. Dr. Chris Bremer is a professor emeritus in the Department of Family Medicine at the Brody School of Medicine and Barbara is a speech-language pathologist. Both of their lives have always focused on

others' quality of life.

school-aged children, as

well as how devastating

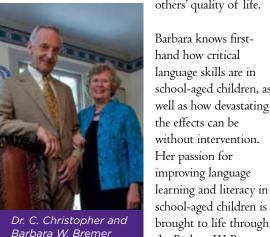
the effects can be

without intervention.

improving language

learning and literacy in

the Barbara W. Bremer



Distinguished Professorship in Language Learning and Literacy Disorders.

Dr. Marianna Walker, an associate professor in the Department of Communication Sciences and Disorders and a graduate of the speech-language pathology program, is the first recipient of the Bremer Professorship. Dr. Walker will focus mainly on research and clinical innovation. In addition, she will promote interdisciplinary teaching, develop faculty instructional skills, and stimulate research in the area of school-aged language learning and its relationship with literacy.

"When children get excited about reading," Barbara said, "it opens a world to them that they choose. It opens their life. When young children have language problems, they often develop reading problems. It is imperative that a team of professionals, educators, and speech-language pathologists, all join forces

to insure the child's successful development, which will eventually have a long-term impact on his or her success in life."

Determination pays off for little girl, our alumna, and

Tanya Johnson McDowell, a 1987 graduate with a Master's of Speech-Language and Auditory Pathology has a passion for helping children succeed. This passion is clearly evidenced in her work at Let's Talk Speech and Language Services in Raleigh, NC, a business she and a partner started some thirteen years ago. Their work has improved the lives of numerous children and their

One of these families, Frank and Renee Floyd, brought their young 2-year-old daughter Riley to McDowell for evaluation and treatment. Riley was nonverbal and exhibited a very severe form of Childhood Apraxia of Speech, a disorder in which children are unable to execute speech articulatory movements because of motor planning and coordination problems. These children know what they want to say but just can't say it. The Floyd's were searching for the miracle that would enable their child to talk. McDowell gave them hope with the words "I believe she will talk".

McDowell flew with the family to have Riley evaluated by a nationally known expert in the field, who heartbreakingly offered no encouraging words and suggested, "Your child will not be able to speak." The plane ride home was quiet. But McDowell could not accept this answer. She had grown to love Riley and it made her more determined to make progress with this child.

Riley is now a very happy 10-year-old. Through sheer determination, creativity, and a lot of hard work, she is able to speak in sentences and express her wants and needs. She even tells Santa what she wants for Christmas. Although her speech is not perfect, she has come full circle from that 2-year-old nonverbal child McDowell first met eight years ago. The Floyd's have chosen



Riley Floyd, now 10-years-old, is happy to be able to express herself through speech, thanks to the determination of alumnae Tanya Johnson

to honor McDowell for all of her hard work through the establishment of the Tanya Johnson McDowell & Riley Floyd Endowed Scholarship in Speech-Language Pathology. This is the first of its kind at ECU. The recipient will share McDowell's passion for children and her "never give up" attitude. Who will be the next to change the life of a

BUSINESS



Edward Jones creates endowment at ECU

The College of Business at East Carolina University recently announced the creation of a \$100,000 endowment from St. Louis-based financial services firm Edward Jones.

Earnings from the charitable gift will fund an annual outstanding student award, targeting individuals who have achieved academic excellence in the College of Business. Edward Jones offices from across the state pooled their personal resources for the endowment,

designed to help students in the ECU College of Business.

"We strongly believe in giving back to the communities in which we do business," Richard Cobb, financial advisor with Edward Jones, said. "In addition to philanthropy at the national level, each Edward Jones financial advisor takes the firm's commitment to community into his or her own area as well. As ECU friends and alumni, we are excited to help students in our region and state."

Dr. Frederick Niswander, dean of the College of Business, said, "Just as Edward Jones is a client-centered company, the College of Business takes pride in being a studentcentered school—focused on teaching tomorrow's business leaders how to make a difference in their communities. We deeply appreciate the support from Edward Jones, which will help recognize and open many doors for our students."

The first recipient of the Edward Jones Outstanding Student Award will be announced in spring 2009.

ECU achieves top scores on **CPA** exam

Graduate students in ECU's accounting program have again earned top scores on the Uniform Certified Public Accounting (CPA) Examination.

According to results compiled by the National Association of State Boards of Accountancy for the 2007 exam, the most recent scores available, ECU graduate students achieved a passing rate of 54.55%—ranking it 16th in the nation among all candidates with advanced degrees.

Dr. Dan Schisler, chair of the Accounting Department, said, "These remarkable results are a huge testament to our faculty at the College of Business and all of the hard work we put into the MSA program. We've created a curriculum that focuses on individual attention and academic rigor, and we're proud of our students' success."

Students in ECU's accounting program have a tradition of earning top scores on the CPA Exam. In 2005, ECU finished 25th for candidates with advanced degrees.

Graduates from more than 2,000 colleges and universities are represented among the candidates for the 2007 CPA Exam, including 34 accounting schools in North Carolina. Ninety-four candidates took the CPA Exam from ECU.

HUMAN ECOLOGY

Legacy Leaders discuss UNC Tomorrow with College of Human Ecology

Nearly 400 alumni, friends, faculty, and students of the College of Human Ecology (CHE) turned out for the college's Centennial Legacy of Leadership Symposium and Awards Dinner on February 6. The daylong event blended ECU's 100th birthday celebration with a discussion of the challenges that lay ahead for the college in the 21st century in light of shrinking resources, increased demands on higher education, and a need for exceptional leadership in all fields.

An afternoon symposium included round table discussions that brought together faculty and students with alumni and friends (Legacy Leaders) who are leaders of industry health, education, law enforcement, and social services. Discussions centered on the college's role in meeting challenges set forth in the UNC Tomorrow Commission Report, the document shaping current and future priorities, resources, programs, strategic plans, and mission of the UNC System. Dr. Norma Houston, executive director of the UNC Tomorrow Initiative, delivered the symposium's keynote, "UNC Tomorrow: Leadership for the 21st Century."

CHE Dean Judy Siguaw presented Legacy Leaders with centennial medallions at an evening awards dinner held at the Hilton Greenville. She praised the leaders for the impact they have had upon their fields and invited them to become mentors to CHE students preparing to become tomorrow's



Norma Houston, executive director of the UNC Tomorrow Initiative, addressed leadership for the 21st century at the College of Human Ecology's Legacy of Leadership Symposium on February 6

leaders. The initiative will include job shadowing, recording leaders' oral histories, and leadership studies.

The symposium and awards dinner was funded by a grant from the East Carolina University BB&T Center for Leadership Development. A white paper on the symposium's round table discussions will be placed on the College of Human Ecology Web site in the summer of 2009.

Giving goes full circle

Sometimes the adage, "What goes around, comes around" can have a negative connotation, but in the case of Robin Renee Moore '06, '07, something good has come full circle. In 2006-2007, when Moore was struggling to make ends meet while finishing a baccalaureate social work degree, she received one of the College of Human Ecology's Miriam B. Moore scholarships for her academic excellence. The scholarship was not a huge sum, but it was enough to help Moore buy books and keep a little money in the bank for food and rent.

That same year, Moore took an internship with the Tillery Project in Tillery, NC, working with the project's telemedicine program helping elderly residents get followup to treatment by doctors whose practices were far away. Moore found the internship so rewarding that she chose to continue working in Tillery for her master of social work (MSW) internship in 2007-2008.

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This fall, Moore, who is now a supervisor of outpatient therapy for Family Network Services and a member of the mobile crisis team of Integrated Family Services, established an annual scholarship to assist other MSW students

Robin Renee Moore 06. '07 is proud to giv back to the College of Human Ecology by providing internship as sistance to students.

with travel expenses to Tillery, a 35 mile commute from Greenville.

"Working in Tillery taught me the meaning of the term 'grass roots advocacy.' Tillery is grass roots work at its finest," said Moore. "I became completely 'Tillerized,' as they say. In Tillery, I learned first-hand that a few strong voices can bring about powerful change in a community and a region. I want Tillery to benefit from more ECU MSW students, and I want students to benefit from Tillery. I was afraid that travel expenses might get in the way, and I just couldn't let that happen. The scholarship I received at ECU meant so much; it's my turn to help now."

The first Robin Renee Moore scholarship went to Michele Edenbeck, a non-traditional MSW student, for her travel expenses to Tillery in the fall of 2008.

TECHNOLOGY & COMPUTER SCIENCE

ECU partnership with **HAN University in the Netherlands promotes** global sustainability

An East Carolina University Department of Construction Management assistant professor taught a Global Sustainability class to third year students from HAN University in the Netherlands in December, 2008.

Dr. Erich Connell taught the interactive class from ECU's campus while the students participated from their classroom in the Netherlands, Connell, a Certified Green Professional, discussed the current status of Global Sustainability in the United States as well as the future plans for going green and becoming a more efficient society.

"Our students must be aware of their responsibility to preserve the environment," said Connell. "This goes far beyond ECU or North Carolina or the United States; there are impacts felt across on a global scale."

ECU and HAN University have been working together over the last couple years to create new opportunities for students in both countries. On December 2, 2008, Dutch professor Alfred Meyers taught ECU students from an Introduction to Construction Management course about the construction of systems that manage water in the development of land currently affecting the Netherlands and providing a unique view of sustainability to the ECU

"This is a great way to attract the attention of students in the Netherlands and the United States to the issue of global and



HAN University Professor Alfred Meyers, Dr. Anton Van Bakel, and Dr. Erich Connell visited ECU in the fall of 2008

green sustainability," said Professor Meyers of HAN University. "In addition, we are introducing our students to different cultures, exciting new opportunities, and the chance to make an impact to the environment." ECU and HAN University will continue

intercontinental lectures in the spring 2009 semester that will include participants from Brazil and China as well other ECU professors. Connell and Meyers have begun discussions for possible Summer Study Abroad student trips to and from East Carolina in 2010 with hopes of including semester and academic year student exchanges.

"Our construction management program is one of the best in the country," Connell added. "Developing an international component provides our graduates with the chance to begin their careers globally as well as here in the United States."

STUDENT LIFE

Student Affairs celebrates a century of leadership

Spotlight On: Robert H. Wright and The Robert Wright Society

This year marks the one-hundreth anniversary of the installation of ECU's first leader Robert Herring Wright, the first president of East Carolina University (then East Carolina

Teachers Training School). Now, a century later, we proudly celebrate the work and commitment of Wright's unfaltering support of student government, which created a culture of leadership among students, through the Robert Wright Society (RWS), a group of former student leaders who share Wright's dedication to leadership.

In 1978, a man of great conviction addressed his student body in what would be his final commencement speech. He said, "A glance at the past often provides a guiding light

for the future... As a center for culture this University must continue to communicate our past to future generations..." Chancellor Leo Jenkins alluded that day to the importance of advancing our future through remembering our past. The leaders of our past contributed to our evolution from what began as a small



teacher's training school, to what we know now as East Carolina University, the engine of eastern North Carolina and the region.

On November 13. 1909. Robert H. Wright was inaugurated as East

Carolina Teachers Training School's first president. Dr. Wright was one of the leading figures in North Carolina for a quarter century. During his twenty-five year tenure as president, (from 1909-1934) a total of 22,327 students graduated, the faculty grew from 13 to 90, and the nine subjects taught in the first year grew into twelve departments.

Wright believed that in order to make a

school truly democratic and to be able to prepare students for life after college, there must be an organization that gives them active participation in the affairs of the institution. "There are certain duties in the operation of a college that belong to the students," Wright wrote. He concluded that student government strengthened school spirit and encouraged students to have an understanding of their responsibility to the University as "citizens' of this community, ultimately preparing them for the responsibilities soon to come to them as citizens in their state and nation. Wright was "right." Former student leaders at ECU have indeed gone on to do great things as community and government leaders, and as members of The Robert Wright Society, they are giving back to East Carolina University in many ways.

The Robert Wright Society is an organization that exemplifies continued dedication to ECU through service and leadership. This society, made up of former Student Government Association (SGA) cabinet members, is committed to sharing leadership experiences with current and future SGA members and students. RWS has an on-going mission to promote and assist leadership development at East Carolina University. While the Robert Wright Society Board of Directors is comprised of past SGA presidents, the society is open to all former SGA officials that have an interest in supporting ongoing leadership development efforts at ECU.

David Lloyd, former SGA President 1968-69 and current president of The Robert Wright Society views his opportunity to serve in a student leadership role as an invaluable gift. Lloyd remembers fondly his experiences as a leader in student government.

" I will never forget standing on the steps of the third Floor of my office looking out over the Wright Fountain on a beautiful, sunny April day. I watched as the students mingled, and sat on the stairs of the auditorium. A fellow officer approached me and said, "Don't you want to be out there with the other students on this beautiful spring day?" I smiled and replied, "No, friend. I am supposed to be right where I'm at. I realized, even back then, what a wonderful gift I had been given to have the opportunity to learn how to lead, to experience leadership and embrace the opportunity I had to contribute to my fellow students.

It was an honor for me to be able to serve as a leader in Student Government at that time in history, and that experience helped to prepare me for my future. For that I will always be grateful."

President Wright's leadership 100 years ago, we wouldn't be where we are. Thanks to his vision, and his initiation of Student Government at East Carolina, we have thrived and grown. On behalf of the Robert Wright Society, it is a privilege to have the opportunity to serve Student Affairs and the students of East Carolina. As you

go through life, over time you really begin to notice just how important the experience was—the experience of serving as an SGA president, and how the things I learned from Dr. Leo Jenkins had a significant role in shaping my life. Through serving as president of The Robert Wright Society, this is my opportunity to thank the people and the institution for the invaluable experiences and support they gave me."

The Robert Wright Society will be announcing several exciting leadership events and initiatives for the 2009 year. Please visit the Robert Wright Society Web page www. ecu.edu/wrightsociety for more information and how you can get involved. Student Affairs embraces and fully supports the vision of the Robert Wright Society in their continued commitment to student leadership.



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The mission of the East Carolina Alumni Association is to inform, involve, and serve members of the ECU family throughout their lifelong relationship with the University.

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2009-2010

The East Carolina Alumni Association is proud to announce the following thirty students as Alumni Association Scholarship recipients for the 2009-2010 academic year.

ALUMNI ASSOCIATION SCHOLARS

Justin Wayne Bordeaux Junior, biology Hope Mills, NC

Kyle Shane Bowen Junior, industrial distribution and logistics

Samantha Austin Cahill Sophomore, journalism Lewisburg, WV

Chesapeake, VA

Brittany Leigh Carr Sophomore, biology and Asian studies Mount Olive, NC

Lauren Alvse Everett Senior, communication sciences and disorders

Fayetteville, NC Ashley Brooke Glover Junior, communications

Jacksonville, NC

Kimberly Danielle Jones Sophomore, family & community services

Raleigh, NC

Lyndsey Nicole Kraynock Senior, interior design and marketing Charlotte. NC

Tiffany Hoi-Yan Lee Sophomore, neuroscience and biology Greenville, NC

Statesville, NC

Dino Maglic Servire magazine is published quarterly by the East Sophomore, biochemistry and chemistry

TO CONTACT US OR COMMENT ON

Katie Elizabeth Maloney Senior, speech and hearing sciences Kinston, NC

James Hunter Mehaffey Junior, biology Clyde, NC

Tiffany Nicole Mills Senior, health education and promotion Greenville, NC

Jason Lewis Morton Senior, music education Jacksonville, NC

Amanda Marie Pugh Junior, biology and chemistry Piney Creek, NC

Justin Mark Salisbury Freshman, health education and promotion Willington, CT

Yoojin Suh Junior, art and nursing Goldsboro, NC

Sarah Elizabeth Thalhamer Junior, biology

Apex, NC

AnnMarie Toebes Junior, finance Cary, NC

Elizabeth "Lily" Joyce Trout Junior, clinical laboratory science Greenville, NC

Alex Cameron Wadford Sophomore, elementary education Winterville, NC

Raymond Thomas Williams Junior, political science Greenville, NC

Ryan Scott Wilson Sophomore, biology Raleigh, NC

ECTC/ECC SCHOLARS

Jessica Pryce Dierk Junior, elementary education Cary, NC

Jessica Shanice Joyner Sophomore, nursing Winterville, NC

Anne Elizabeth Michener Senior, interior design Greenville, NC

Robert Howard Mitchell, Jr. Junior, accounting

Tyler Dale Richardson Junior, business management

Youngsville, NC

Greenville, NC Malissa Loraine Sampson

Sophomore, nursing Goldsboro, NC

NY METRO **SCHOLARSHIP**

in honor of Richard Holt

Andrew William Stoker Sophomore, finance Berwyn, PA

Our scholarship program is funded through alumni donations and your participation in the following fundraisers:

Pirate Alumni Road Race and Fun Run

Details are on the following page as well as at PirateAlumni.com/roadrace

Pirate's Bounty Scholarship Auction

Details can be found at *PirateAlumni.com/piratesbounty*

ECU Alumni Scholarship Classic golf tournament

Details can be found at PirateAlumni.com/golf

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The East Carolina Alumni Association and Blue Cross Blue Shield of North Carolina are proud to present our 2nd Annual Pirate Alumni Road Race and Fun Run on Saturday, April 18, 2009 in uptown Greenville. Join fellow alumni and friends as we race for ECU student scholarships. Runners of all ages will enjoy this 5K road race and 1 mile fun run, which is a USATF certified course, #NC-04015-PH, that takes participants through historic Fifth Street.

The Road Race and Fun Run entry fee is \$15 per person until March 31, which includes a race T-shirt. The entry fee is \$25 per person beginning April 1. Race day registration will be held from 7:30-8:30 a.m. Refreshments and treats will be available for participants after the race.

The Alumni Association annually awards undergraduate students who excel in the classroom and serve the ECU and Greenville community with \$1,000 scholarships to be used in the following academic year. This year we are proud to award twenty-three Alumni Scholarships six ECTC/ECC Scholarships, and one New York Metro Scholarship, which will bring our five-year scholarship award total to 92. Visit

PirateAlumni.com/scholarships to read past recipients' bios and to learn more about our scholarship program.

Awards wil

Awards will be presented to the first three male finishers overall, to the first three female finishers overall, and the top three male and female finishers in each of the following age groups:

- •18 and under
- •19-29
- •30-39
- •40-49
- •50-59
- •60 and over

No awards are presented to Fun Run participants.

There are three easy ways to register for the 2nd Annual Pirate Alumni Road Race and Fun Run:

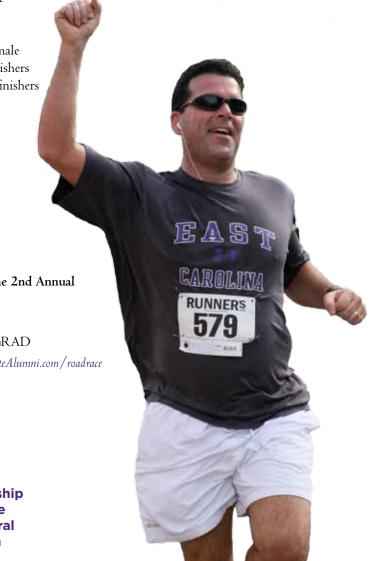
- I. Sign-up online at active.com
- 2. Call the Alumni Center at 800-ECU-GRAD
- 3. Complete a registration form from *PirateAlumni.com/roadrace* and mail to:

East Carolina Alumni Association Taylor-Slaughter Alumni Center

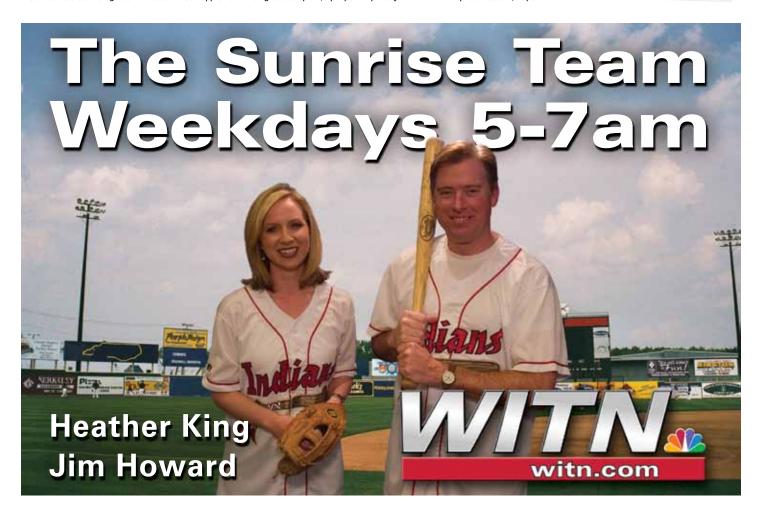
901 East Fifth Street

Greenville, NC 27858

Tiffany Lee, two-time Alumni Scholarship recipient and First Place finisher in the 13-19 Female age group in the inaugural Pirate Alumni Road Race and Fun Run







Membership in the East Carolina Alumni Association is good for business. A thriving Alumni Association and University attract more businesses, citizens, and students to Greenville and eastern North Carolina. which in turn boosts the economy and encourages further growth.

"As small business owners, we understand the need for a thriving local economy and East Carolina University plays an integral role in supporting Greenville

and eastern North Carolina. We chose Centennial Pirate membership in the East Carolina Alumni Association because we support alumni events, student scholarships, and communication to the Pirate Nation. We hope to inspire others to show their Pirate Pride by becoming members too."

T.J. '93 and Carrie Lewis with Taylor and Thad IV



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